

Innovative Advertising
403 N Columbia Street
Covington LA 70433

Jim Davis/ R/ NC State Senate
Submission Number 395 Issue 1



WSPA-TV
250 International Dr.
Spartanburg SC 29303-0698
(864) 576-7777 FAX (864) 587-4480

Original

Client: Jim Davis/ R/ NC State Senate	Submission Cost: 14,700	Campaign Ref: E:063621320
Buyer: Senate	Client/Product/Estimate:	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 10/21/12	Weeks: 3	Order Ref: 06362132
Est./PO Number: 06362132	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Jim Davis Sd50	Booking Group: WSPA	Key Market: Greenville Spartanburg
Demographic: (L) Household	Order:	Ashevil

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	Total	Cost
1	Sun 9a ET / 8a CT CBS Sunday Morning NewsS	04	275	30 Comme		1		1	275
2	M-F 9a Dr Phil ...TF..	05	150	30 Comme		2		2	300
3	M-F 9a Dr Phil MTWTF..	05	150	30 Comme		4		4	600
4	M-F 9a Dr Phil MT.....	05	150	30 Comme			2	2	300
5	M-F 10a Your Carolina ...TF..	05	75	30 Comme	2			2	150
6	M-F 10a Your Carolina MTWTF..	05	75	30 Comme		4		4	300
7	M-F 10a Your Carolina MT.....	05	75	30 Comme			2	2	150
8	Tue 8p ET / 7p CT NCIS	04	2500	30		1	1	2	5000
Weekly Totals: Total Spots(Ord Spots)					9	14	5	28	

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9	Tue 10p ET / 9p CT Vegas .T.....	06	1200	30 Comme	Nbr of Spots	1		1	1200
10	CBS NFL Today SunS	06	225	30 Comme	Nbr of Spots	1		1	225
11	Sun 1p ET / 12p CT NFL On CBSS	04	750	30 Comme	Nbr of Spots	1	1	2	1500
12	Sun 4p ET / 3p CT NFL On CBSS	04	1200	30 Comme	Nbr of Spots	1		1	1200
13	Sat CBS NCAA Football Early GameS, 11:30:00-15:00:00	05	750	30 Comme	Nbr of Spots	1		1	750
14	Sat SEC FootballS, 12:00:00-15:00:00	05	750	30 Comme	Nbr of Spots		1	1	750
15	Sat CBS NCAA FootballS, 15:30:00-19:00:00	04	1000	30 Comme	Nbr of Spots	1	1	2	2000
Weekly Totals: Total Spots(Ord Spots)					9	14	5	28	

Grand Totals

		Month 10 Weeks: 4			
	Totals	10/01	10/08	10/15	
Spots	28	9	14	5	
Cost	14700	4375	7375	2950	

Grand Totals:

Spots:	28
Gross Total:	14,700.00
Commission:	2,205.00
Net Total:	12,495.00